



Black Friday: Hit the Stores with a Plan

Release Date: November 24, 2014

Media Contact: Jerad Albracht, 608-224-5007
Jim Dick, Communications Director, 608-224-5020

MADISON – Wisconsin consumers are gearing up for Black Friday – the annual sales event that has morphed from a one-day blowout to a discount parade stretching from Thanksgiving afternoon through the weekend. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) reminds you that planning ahead can help minimize any confusion about event-specific terms and limitations that you may face in the stores.

“Before you hit the road to start your shopping, make sure that you carefully review the ads and understand each store’s Black Friday policies,” said Sandy Chalmers, Division Administrator for Trade and Consumer Protection. “Look for disclaimers on limited quantities, internet-only prices, special sale hours, and return/exchange policies.”

Wisconsin law requires stores to charge their lowest advertised price for a product and to refund any overcharge. With so many items discounted on Black Friday, it is important for consumers to keep an eye on the register as they check out. Special pricing may only apply to specific products, so be sure that you have the correct item and model name or number before you hit the checkout lane. Review your receipts to make certain that you were charged the advertised price. If you are charged the wrong price on an item and the store will not correct the error, file a complaint with DATCP and weights and measures inspectors will follow up.

Other simple tips to remember when you are out shopping this holiday season include:

- Keep the store ad in hand while you shop and take notes of any special prices or sale signage.
- Make sure you understand return/refund/exchange policies before you buy. Retailers may have stricter policies in place for Black Friday purchases. Keep your receipts.
- To help a gift recipient make a return if there is a problem with the item, remember to pick up a gift receipt and include it in the package.
- Be aware that clearance and “open items” may have different return policies or not be returnable at all.
- As the items run through the register, keep an eye on the display and speak up if you believe that an item did not register at its advertised price.

To file a pricing complaint with DATCP’s Weights and Measures Bureau, visit datcp.wi.gov, send an e-mail to datcpweightsandmeasures@wi.gov or call 608-224-4942.

Connect with us on Facebook at www.facebook.com/wiconsumer.

###